

# PCIP OUTREACH

## UPDATE ON THE COORDINATED CAMPAIGN

*November 2011*

### PCIP Administrative Vendor

The efforts continue with ongoing published communication in the bi-monthly PCIP newsletter and Healthy Families Program Certified Application Assistants newsletter, websites and social media updates including Twitter and link to Facebook. Since the launching of the PCIP continuing education course, 50 California insurance agent/brokers have earned continuing education credits and 120 Certified Application Assistants have become PCIP Certified.

Target marketing to disease management organizations such as the Sickle Cell Disease Foundation, Latino Diabetes Association and Arthritis Foundation, community based organizations, hospitals, health centers and physicians continue. The PCIP Outreach Coordinator participated in over 14 of these organizations' events. These events included statewide conference calls, speaking at training and other major conferences. PCIP developed and in September 2011 made available several types of collateral materials that include brochures, flyers, material folders and business cards. Forty organizations that published the PCIP newsletter articles and established a link to the PCIP website, [www.pcip.ca.gov](http://www.pcip.ca.gov), received over 30,000 collateral materials.

### California Pre-existing Condition Insurance Plan (PCIP)

Messaging for the PCIP advertising campaign includes four key elements: Availability, Eligibility, Affordability and How to Apply. The ads contain a tagline: We've got you covered.

"Is a pre-existing medical condition keeping you from getting health insurance?...We've got you covered."

The primary ad campaign focus is on women age 30 – 65 and includes a special focus on ethnic communities.



The PCIP application assistance program expanded to include enrollment entities that are eligible to participate in the Healthy Families Program; these include community-based organizations, health care providers, and tax preparers, among others. These entities may receive application assistance payments for each successful PCIP enrollment. The application assistance payment increased from \$50 to \$100 effective October 1, 2011.

Through the “How Heard” surveys on our application, website and call center scripts, information is collected about how the public learns about the program. Review of the results show that the top 5 ways the public learns about PCIP are:

- Health insurance denial letter 20%
- Website/Internet 17%
- Radio 16%
- Insurance Agent/Broker 16%
- Friend/Relative 11%

### Advertisement

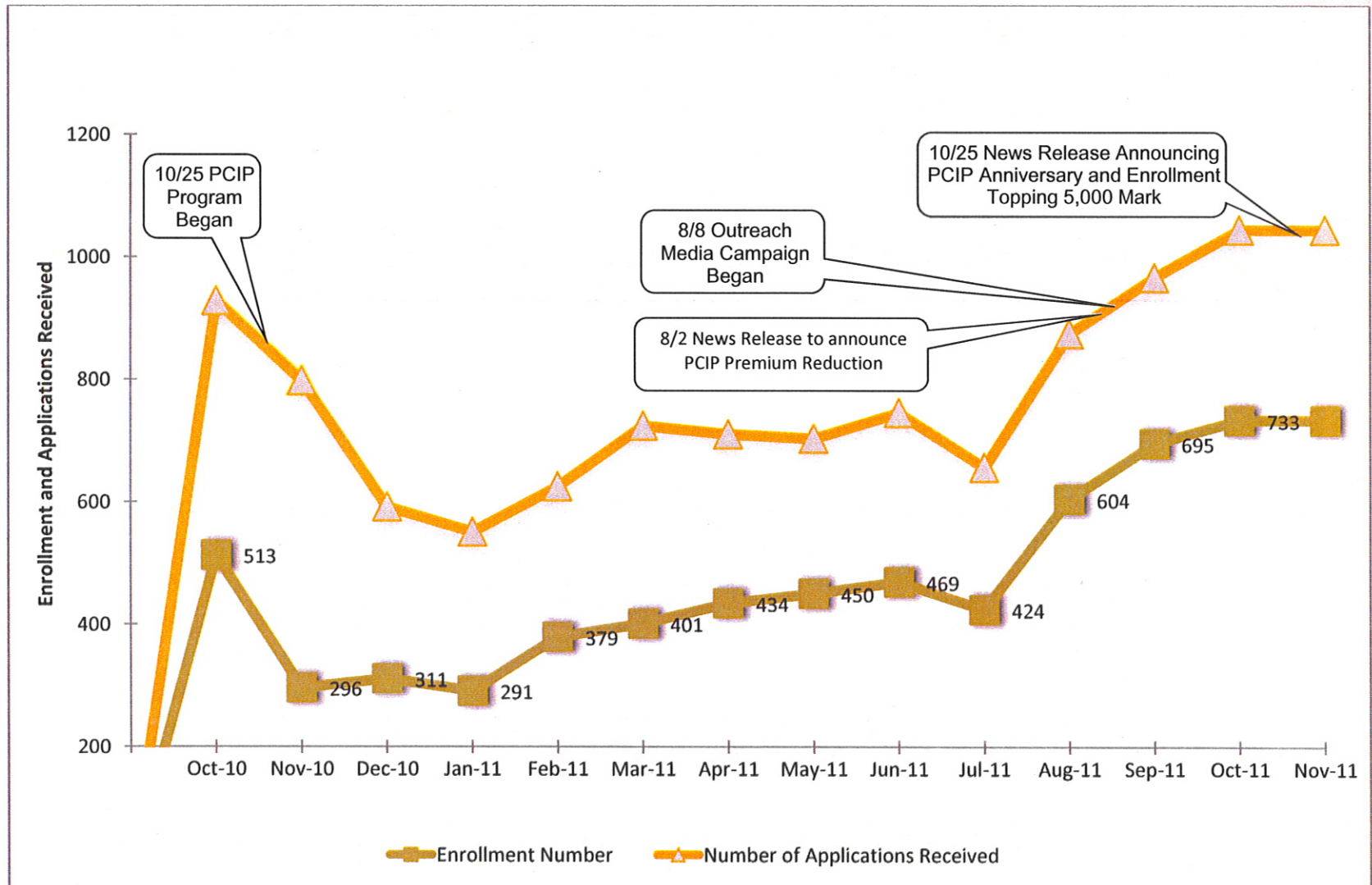
The federally paid media campaign began on August 8, 2011. Results include significant increases in daily call volume to the PCIP toll-free telephone line and website visitors.

- Call volume
  - Daily call volume weekly average increased over 55% since the start of the Outreach campaign.
- On-line internet presence (search engines and placement ads)
  - Internet advertising generated more than 6,700 website visitors.
- Radio
  - 60 second radio ads running in the Los Angeles/Orange and San Jose radio markets, with ads airing on 4 stations in each market.

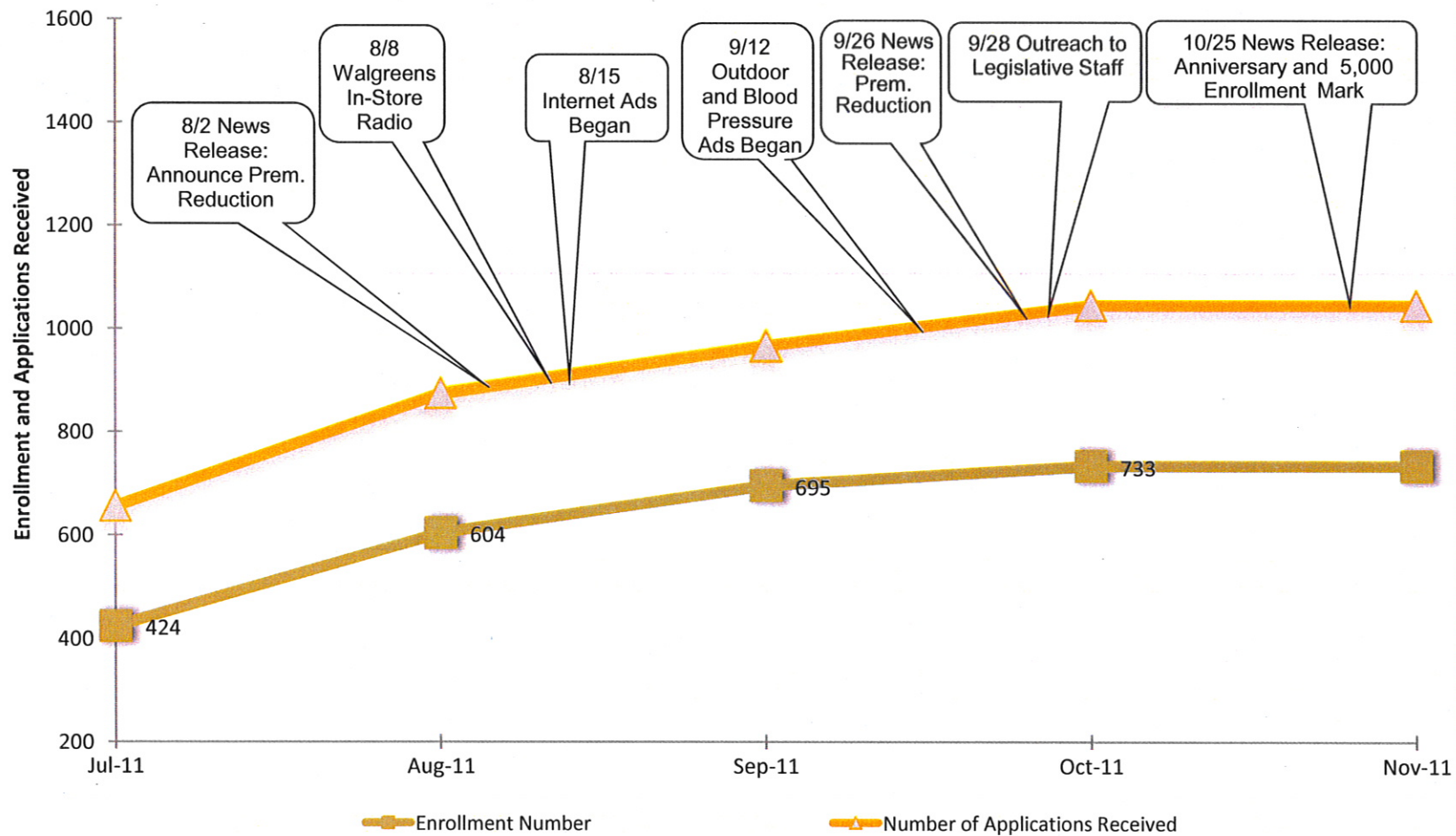
- Outdoor
  - Two different billboards; images include one of an African-American woman and the second a Hispanic woman with the PCIP campaign message and tagline.
  - Billboards in Los Angeles, Fresno, Oakland and San Diego are near hospitals and a major public transportation station.
- Provider Publications
  - Payers and Providers (5,000 circulation) – 3 front page ads in their weekly newsletter, running every other week beginning October 13, 2011.
  - California Healthfax (5,000 circulation) – 3 half page ads in their weekly newsletter, running every other week beginning October 17, 2011.
  - California Medical Association Alert (25,000 circulation) –Half page ads in their bi-weekly newsletter, beginning November 28, 2011.
- Pharmacy
  - 30-second ad in Walgreens Pharmacies In-Store Broadcast Network. Ads run in 552 California Walgreen pharmacies, 3 times per hour.
  - “Take ones” leaflet ads located on blood pressure machines stationed in 1,400 pharmacy blood pressure machines across California. Participating pharmacies include:
    - CVS
    - Rite Aid
    - Save Mart
    - Lucky
    - Kmart
    - Jacobs
  - Ad in pharmacy counter magazine, *Diabetes Focus* (129,000 circulation), beginning November 3, 2011.



## PCIP Application & Enrollment Trend October 2010 - October 2011

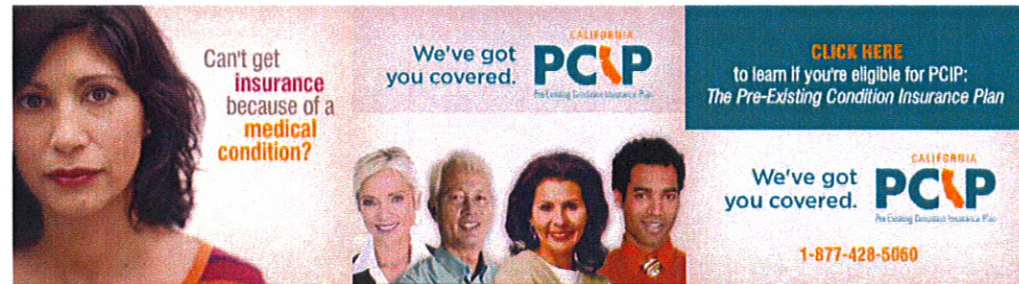


## PCIP Outreach Impact July 2011 - October 2011





## Internet



Can't get **insurance** because of a **medical condition**?

We've got you covered. **PCIP**  
Pre-Existing Condition Insurance Plan

**CLICK HERE**  
to learn if you're eligible for PCIP:  
The Pre-Existing Condition Insurance Plan

We've got you covered. **PCIP**  
Pre-Existing Condition Insurance Plan

1-877-428-5060

## Outdoor



Is a **medical condition** keeping you from getting **health insurance**?

PCIP.ca.gov • 1-877-428-5060

We've got you covered. **PCIP**  
Pre-Existing Condition Insurance Plan

## Blood Pressure Machines (take-ones)



Can't get **insurance** because of a **medical condition**?

You may be eligible for affordable coverage from the Pre-Existing Condition Insurance Plan (PCIP).

PCIP.ca.gov • 1-877-428-5060

We've got you covered. **PCIP**  
Pre-Existing Condition Insurance Plan